

RUBRIC: CYBER SHORTS SERVICE

From Fall Showcase to State Championship
Individual Student Event, Two Students Per School Allowed To Apply
Middle and High School Only
DEADLINE TO REGISTER: October 30

What students are doing the video production in your building? These are the students we want to apply for this category. Students will be producing the video of record for STLP State Championship 2014. They will work as a team to ask, record and edit the event. The video will be shown at the Awards Program. Students selected will be recognized on stage during the awards.

What the STLP Coordinator/Coach/Teacher should do:

- Share the rubric with students who shoot and edit video or stand in front of a camera
- Assist students with questions, make suggestions on quality of work
- Plan for the student to attend Fall Showcase for the interview

What the student should do:

- Review the rubric
- Be prepared to talk about skills and experience in the one selected job category
- Create the up to a 2 minute video on why you should be a member of the Cyber Shorts Service Team include URL posted online. (It may be viewed before, during or after the interview)
- Bring an stamped addressed envelope so rubric can be mailed back
- Be prepared for the interview at Fall Showcase

What Judges will do:

- Interview the student and score the interview and documents based upon the rubric

SCHOOL NAME: _____
DISTRICT: _____
NAME OF STUDENT: _____
GRADE LEVEL: 6 7 8 9 10 11 12

MARK **ONE** JOB CATEGORY IN WHICH TO APPLY:

- ___ Editor-Uses digital editing to create a unified and cohesive final video of quality, including graphics
___ Videographer-Uses digital camcorder to capture footage and record interviews that tell stories about the event
___ Reporter/Writer-Uses journalistic skills to conduct interviews and write stories

FALL SHOWCASE	CRITERIA	POINTS EARNED
ARRIVAL	Arrived on time to gain an interview time	0 5
JOB CATEGORY JUDGES PICK ONE TO SCORE Based upon job category marked above		
EDITOR	Skills and experience in digital editing	1 2 3 4 5
	Can create graphics, finalize video	1 2 3 4 5
OR	OR	OR
VIDEOGRAPHER	Skills and experience in shooting video	1 2 3 4 5
	Can captures quality footage, well framed, focused and various shot types	1 2 3 4 5
OR	OR	OR
REPORTER/WRITER	Skills and experience in conducting interviews	1 2 3 4 5
	Can write open ended questions and create factual, unified and cohesive copy	1 2 3 4 5
2 MINUTE VIDEO	Up to 2 Minute video which persuades the viewer and demonstrates skills for job	1 2 3 4 5
INTERVIEW	Student presents information and answers questions	1 2 3 4 5
LEADERSHIP	Can work as a team member; meet deadlines	1 2 3 4 5
ETHICS & COPYRIGHT	Understands and demonstrates the basics of good journalistic ethics	1 2 3 4 5
	TOTAL POINTS OUT OF 35	

INVITED TO STATE THIS YEAR _____

